

**Fish Hoek City
Improvement District**



FHCID IS MAKING FISH HOEK A BETTER PLACE FOR ALL

**FISH HOEK CITY IMPROVEMENT DISTRICT
NPC**

BUSINESS PLAN
for
1 July 2015 to 30 June 2020

Registration Number 2000/031844/08

**Directors: R Bing (Chairman), M B S Reaper (Vice Chairman); K Patel
T R Heffer, M G Mabin & P A Lawson**

MISSION STATEMENT

**FISH HOEK CITY IMPROVEMENT DISTRICT NPC IS
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**FISH HOEK CITY IMPROVEMENT DISTRICT
BUSINESS PLAN
15 October 2015**

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Commencement Date: 1 July 2015
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MOTIVATION REPORT

1. Overview

Fish Hoek is situated along the length of Fish Hoek Beach. The biggest asset to the Town. The railway line runs along the beach and through the Town and forms the eastern border of the Town. This prime location attracts thousands of visitors due to the whale's that attracts whale watchers on their migration every year. In the last few years the great white sharks have also attracted thousands of people with the shark incidents. The last two years Fish Hoek has also been in the news for the shark exclusion nets that have been implemented on the beach. This village town was established years ago with Simons town as an export harbor and suppliers that overnight in the area on their way through to Simons town.

In 2000 the Fish Hoek SRA was established as one of the first SRA's in Cape Town because it suffered many service-related problems which not only threatened the success of the area but had the potential to impact negatively on businesses and investments as the area showed the results of urban degeneration. Concerned business owners and property owners formed a steering committee who sought the implementation of interventions by the private sector through the establishment of a City Improvement District (CID) now known as a Special Rating Area (SRA) in Fish Hoek

The Formation of an SRA in the area enabled the establishment of a statutory body to manage and implement additional public safety and urban management operations in addition to those

services provided by the City of Cape Town. The additional municipal services typical included the provision of additional public safety, cleansing services, maintenance and/or upgrading of the urban public environment and/or infrastructure and addressing issues in the area. The actions and activities of FHCID has made a significant impact on the area in the last two years, the creation of a safer, cleaner and more attractive urban environment resulted in a more positive outlook on Fish Hoek area.

The participation through the implementation of additional security through the patrol of 2 x on foot security officers by the service provider should continue and the monitoring and maintenance of the CCTV system to capture crime will be maintained.

The participation through partnerships to maintain constant additional and continuous cleansing must be continues with to assure that liter is quickly cleaned and Fish Hoek been kept clean.

The participation in social programs can be upheld through close working relations with the sub-council and the ECDSD directorate in the projects for social up-liftment and the plight of the street people that is being run in this area. This also includes the beautifying of public open spaces.

The Fish Hoek City Improvement District NPC is the area along the Main Road through Fish Hoek from the Clovelly Bridge to the traffic circle at the southern end of the road and including Beach Road, First Avenue and the business premises along Kommetjie Road from the circle to 3rd Avenue.

A Non Profit Company has been formed known as Fish Hoek City Improvement District NPC (FHCID) of which all property owners within the FHCID can become members. A Board of Directors of not less than 4 and not more than 8 ensure that the approve

Business Plan are implemented. The Board will be subject to all regulations and statutes of the Companies Act and its MOI.

The current 5-year term of the FHCID will end on 30 June 2015. Given the successes of the FHCID over the last few years and the positive growth and development of the area, FHCID has drafted this Business Plan for its operations to continue another 5-year term. (1 July 2015 to 30 June 2020) The present Directors approved this on 15 October 2014 with cession of more effective partnerships to be agreed to.

The area is largely characterized by small shops bordering along the Main Road and adjacent roads. The buildings date from the 1930s to the present day, many from the 1950s. Most of the buildings are double story with commercial on the ground floor and offices or flats above. The area includes 4 petrol stations, 2 hotels and a traffic interchange at the railways station. A major attraction of the area is the beach, situated on the east side of the railway line and running the entire length of the FHCID which is also our biggest asset. Fish Hoek has got a very active Lifesaving Club with active Nipper development and is rated very high in the Country.

With Fish Hoek being a small town, it suffered many service-related problems which not only seriously threatened the success of the area, but had the potential to impact negatively on businesses and investments as the area showed the results of urban degeneration. Concerned property owners in 2000 established the FHCID that assist the City by providing additional municipal services i.r.o. Security, Cleansing, enhancement of the environment and Parking to address urban management and improve economic and social initiatives.

2. Vision, Mission and Goals of the Proposed Fish Hoek City Improvement District NPC

The vision of FHCID is to establish and maintain a safe, clean, well-managed Central Business District that attracts and retains business investment and activities in a safe area.

It is the mission of FHCID to continue the implementation of programs to halt the urban degeneration of the area and create a safe and attractive business district.

3. Broad Socio-economic and Physical Conditions and Development Trends

Security is still a major problem, which the police have neither the manpower nor time to control; street children, vagrants, beggars and the illegal parking attendant and illegal hawkers intimate the Public. Muggings, shoplifting, theft out of motor vehicles and theft of motor vehicles make it apparent that constant policing is required. The increased traffic generally through the town and ever increasing number of taxis to and from the railway/bus/taxi interchange require careful traffic management.

With all these challenges, the following goals are set to assure a growth and positive feeling in the SRA:

- Reducing crime significantly by proactive visible patrolling with 2 x Security officers during office hours and co-operation with existing SAPS and City of Cape Town Law Enforcement efforts as well as other security service providers in the area.**
- Creating a safe and clean public environment by addressing issues of maintenance and cleaning of streets, pavements and public spaces with 2 x cleansing staff. This can however not be done without Partnership with City of Cape Town.**
- Manage existing and new public infrastructure for the future benefit of all the users of the area.**
- Protect property values.**
- Attract new investment to the area.**

- **Support the promotion of the FHCID Business area as a safe and clean environment by promoting greening, recycling and risk/disaster management.**
 - **Support and promote social responsibility in the area with the help and assistance in partnership with the City.**
 - **Street People, as we are doing at present.**
 - **Give Responsible that is currently running.**
- **The sustained and effective management of the FHCID area.**

4. MANAGEMENT OF URBAN AREAS

A managed environment offers safe, clean and friendly conditions that are essential to attract investment and growth. Many SRA's have been formed in recent years. They have also been extremely effective at competing with other managed environments such as Suburban Shopping Centers and Office Parks. Urban Management, through a partnership of key stakeholders, shared aspirations, expertise and resources, creates a holistic plan to meet local needs and strengthens Regional interest. The benefits to property owners, business and the public are quickly apparent:

- **Retailer's benefit from increased footfall and turnover.**
- **Shoppers enjoy a pleasant, safe and easily accessible environment with a wide choice of shops and facilities.**
- **Visitors are attracted to the area.**
- **Property owners experience a rise in rents and property values.**
- **Urban decay is halted and communities get a town that is vibrant, viable and meeting their needs.**

The major advantage that the continuation of a SRA will have on an area, is that it will introduce a managed environment addressing the specific needs of that area and leading to an upgrade of the whole area.

5. SERVICES TO BE PROVIDED BY THE SRA.

There are 4 major areas of concern with regard to the services that the Fish Hoek City Improvement District is addressing:

5.1 SECURITY. With SAPS stretched to their limit, preventive policing is virtually non-existent. Furthermore the services of traffic, law enforcement and metro policing are insufficient to prevent lawlessness due to staff restrictions. This had led to an increase in illegal street trading, loitering, begging, theft from and of motor vehicles, muggings, vandalism and other petty crime and illegal activities

Visible policing is considered to be extremely important and after discussions with the Board of Directors, it was decided to keep with 12 hour policing which would cover the busiest part of the day 7 days a week.

In addition, to the Foot Patrols, we also have 17 CCTV cameras covering a good part of the SRA area. Two of these cameras are vehicle number plate recognition camera. We are connecting up some of the Neighborhood Watch cameras to our Monitoring Control Room. Added to this we have remote, repeater and base stations in place so that we can install more wireless cameras. With this infrastructure installed, we are in a position where we can approach Business (Property Owners) to donate further cameras as and when needed.

There will be a certain amount of maintenance to be carried out on this surveillance equipment where we have to allow funds for maintenance on a monthly basis.

We are now working closely with the Fish Hoek Community Police Forum where we are part of an Executive Committee and the 22 Neighborhood Watches that have been started

up in the Valley. We have a good relationship with the Emergency Control Centre situated at the Police Station as well as the Rate Payers Association.

5.2 CLEANSING. FHCID provide cleaning and maintenance services over and above those provided by the local government. This could include frequent pavement and street sweeping, daily trash and litter removal that is strewn by the daily visitors and the strong winds that blow from time to time, weeding of pavements, reporting of illegal posters/pamphlets in the area and graffiti from buildings and public amenities as needed. The SRA, with some of the businesses sponsors 2 additional cleaners whom we supply with trolleys and refuse bags. The cleaners also help prune the plants on the Main Road.

The Fish Hoek CID has purchased 30 pebble coated concrete refuse bins. These need to be replaced occasionally. We have a good working partnership with the Solid Waste Manager and this assures that good standards are maintained.

5.3 ENVIROMENT. With the help of the Parks Department, we now have a number of shrubs and planters on the Main Road. We employ a laborer to water these plants twice a week. At present we are in negotiation stages with Louise Stafford Invasive Species Coordinator of Environmental Research Management Department for the establishment of a work team of 6 members to be employed by the Department to help with the fight against Invasive Species in the area and this could mean a saving on a year to year basis.

The CID is in contact with Property Owners and encouraging them to maintain and paint their buildings. Over the last two years 17 buildings have been upgraded and this is giving a clean and positive feeling to the area.

With the help of volunteers, a Keep Fish Hoek Beautiful competition is run each year where at a special function

certificates and trophies are handed out to the winners of different categories that is evaluated in the competition that include Best business, Best shop front and other categories.

5.4 PARKING. Security in the parking areas has been alleviated to a certain extent by the use of Parking Attendants. They are issued with a permit and a blue bib to operate in a designated area and are assisted by the SRA security provider. This way we seem to have eliminated the free for all problems with the yellow bib attendants that we originally had. It still leaves us with an after hour problem. In partnership with the Safety and Security Department this issue will be addressed soon as all parking attendants will be governed by a new By Law.

5.5 URBAN MONITORING. Urban monitoring aims to regularize the quality and management of the environment producing management information that contributes to increasing the urban management know-how and capacity in a given area. This is achieved through a system of breakdown and incident identification, recording, reporting. This needs to be done on a daily basis as to ensure upkeep and continues maintenance. This includes our pavements, roads, public open spaces, parking areas and others.

<p><i>What are the benefits of SRAs?</i></p> <p><i><u>The effectiveness of the SRA is constantly measurable</u></i></p> <p><i>Through the utilization of tools such as the urban monitoring system, urban environments are managed and monitored at street level on a regular and on-going basis. Statistical information, reports and graphs are generated and enable the SRA Board and Stakeholders to measure the success trends and developments over a period time.</i></p> <p><i><u>SRAs monitor any new developments or interventions that impact on the area</u></i></p>	<p>Place Marketing and Branding</p> <p>The identity or the “DNA” of a place is what distinguishes it from another, providing people with a richly layered sense of that place and what connects them to it, giving them a stake and a sense of ownership within. The identity of a place equals its distinctiveness, and distinctiveness only occurs when the features and character</p>
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As the custodian of the area, the SRA is aware of developments in the area and is in a position to make collective comment to the authorities on land use change in order to guide the decision process.

SRA's form effective working relationships with appropriate bodies or associations

These relationships could include the local authority, tourism associations and community policing forums, to name a few.

The SRA is able to put forward ideas for change to the local authority

Due to its close relationship with the local authority, the SRA is able to petition for new initiatives which will further improve the area, for example, traffic surveys.

of that place have been used creatively to develop and promote it. Whatever they are, these individual qualities can quite literally transform the economy of an area and the way it is promoted. Identity, and the way it is used to market a place, brings opportunities for community development, with property owners and stakeholders participating in projects that not only develop that locality but the network of relationships within it.

5.6 MARKETING. FHCID has engaged in a branding project and this project will develop over a period of 5 years. At present, “Fabulous Fish Hoek” is driven by Director, Matthew Mabin and his team. Colorful T-shirts has been created and designed that is worn by staff of the business over the Festive Season. This creates a feeling of belonging as can be seen with the proud way Fish Hoek Business staff and other people wear these T-shirts. There is also a big request by the public for these T-shirts and they are now also available for sale at the local shops.

5.7 SOCIAL. Drugs have now become a problem. There is an increase in the number of vagrants, street children and prostitution. Although drugs can be regarded as a criminal activity it is also directly connected to the social health of a community. Drugs as a problem in the Fish Hoek area are a matter of serious concern. Drug dependencies often lead to criminal activity in order to satisfy the need for money to buy drugs. Drug houses are identified and in liaison with SAPS and the City monitored and dealt with, This is an ongoing situation that needs to be strictly monitored to create a safe community.